

Dear Promotion Manager,

This is your station promotion kit for DIC's newest animated childrens' series, SAILOR MOON. We have included everything in this binder that you will need to advertise, publicize and promote this exciting new half hour strip. Among other things, enclosed you will find:

- \* Contact Sheet
- \* Satellite feed information
- \* Format sheet
- \* Air schedule with dates and episode titles
- \* Show overview & synopsis
- \* Character introductions for SAILOR MOON , the sailor scouts, her friends and the enemies
- \* B/W line art
- \* Logos
- \* Color slides & B/W prints
- \* Information on the SAILOR MOON Fan Club

DIC Entertainment and SeaGull Entertainment are committed to the success of SAILOR MOON in your market. We are anxious to work with you to reach that goal. Feel free to call us to discuss any aspect of the show or its continuing promotion. Like SAILOR MOON, we'll never turn our back on a friend! Good luck!

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DIC Entertainment  
(818) 955-5404

Sue Raymer  
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# **SAILOR MOON STATION PROMOTION KIT CONTENTS**

## **Section 1. GENERAL INFORMATION**

- \* Contacts**
- \* Show Format**
- \* Episode numbers, titles & air dates**
- \* Satellite feed information**
- \* Copyright information**

## **Section 2. PROGRAM INFORMATION**

- \* Show Overview**
- \* The Story of SAILOR MOON**

## **Section 3. DESIGN ELEMENTS**

- \* Logos**
- \* Sailor Moon line art**

## **Section 4. CHARACTER INFORMATION**

- \* Sailor Moon**
- \* The Sailor Scouts**
- \* The Friends**
- \* The Enemies**

## **Section 5. PHOTOS & SLIDES**

- \* Color Slides**
- \* B/W Prints**





## **“Sailor Moon” Contact List**

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